

Date: 18-Sep-12

TO: Susie Toma
Brad Daniell (Telerep Atlanta)

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: Political Rebate
Candidate: Critz
Week of: 9/10 - 9/16
Contract Number: 330527 - HL6303901

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
5	8-1030A Sat	:30	\$370	5	1	\$275	\$95
7	8-10A Sun	:30	\$370	5	1	\$275	\$95
12	5-530P Fri	:30	\$795	5	1	\$600	\$195
13	530-6P Thu	:30	\$795	5	1	\$600	\$195
15	6-630P Sun	:30	\$670	5	1	\$200	\$470
16	7-730P Fri	:30	\$1,645	5	1	\$800	\$845
17	730-8P Wed	:30	\$1,645	5	1	\$600	\$1,045
18	7-730P Sat	:30	\$670	5	1	\$350	\$320
19	730-8P Sat	:30	\$570	5	1	\$425	\$145
20	1135P-1237A Fri	:30	\$670	5	1	\$300	\$370

TOTAL REBATE (Gross)	\$3,775
(Net)	\$3,208.75



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ RTV

☐ WPXI.com

☐ WPXI Mobile



Agency LUC, Inc

Write-up Date 9/18/12

Client POL-CRITZ

Requested By D. Tavoletti

Campaign/Title Congress

Resolution Date _____

Reason:

- Customer Deduction _____
Sales Person Error _____
Billing Error _____
Traffic Error _____
Separation/Scheduling Problem _____
Late Run _____
Other ☒ _____

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 330527

Explanation of Adjustments by Requestor: LUC- See Attached

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 3775. Debited: \$ _____

NET Amount to be Credited: \$ 3208.75 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____
2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 9/18/12
3. General Sales Manager: _____ Approved _____ Date _____
General Manager (Over \$5000): _____ Approved _____ Date _____
4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Contract # 330527

Schedule Dates 09/12/12-09/16/12
Advertiser Pol/Critz M/D/Con/PA (12930)
Agency Luc, Inc. (2895)
Product Political - Federal Candidate (1067)
Brand POL/M CRITZ/D/CON/PA (68636)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments 2427
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/07/12
Last Modified 09/07/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06303901
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,136.00
Net Total \$12,104.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 22
Rate \$14,240.00
\$14,240.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	5:59A- Channel 11 News 6am					1				1	\$795.00	\$795.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/7/12
2.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	7A- 8A (EST)						1			1	\$620.00	\$620.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/2	9/7/12
3.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	8A- 9A (EST)					1				1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/3	9/7/12
4.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	9A- Today Show 9a						1			1	\$395.00	\$395.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/4	9/7/12
5.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	8A- 10:30A (EST)							1		1	\$345.00	\$345.00	Pittsburgh (WPXI)	NEWS 8-1030A/5	9/7/12
6.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	5:30A- 8A (EST)								1	1	\$345.00	\$345.00	Pittsburgh (WPXI)	NEWS 530-8A/6	9/7/12
7.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	8A- 10A (EST)								1	1	\$370.00	\$370.00	Pittsburgh (WPXI)	NEWS 8-10A/7	9/7/12
8.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	10A- Ellen					1				2	\$345.00	\$690.00	Pittsburgh (WPXI)	ELLEN/8	9/7/12
9.0	Normal Line / Spot	09/12/12-09/13/12	5	:30	11:59A- Channel 11 News At Noon					1	1			2	\$370.00	\$740.00	Pittsburgh (WPXI)	NOON NEWS/9	9/7/12
10.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	4P- Judge Judy 4p						1			1	\$395.00	\$395.00	Pittsburgh (WPXI)	JUDGE JUDY 4P/10	9/7/12
11.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	4:29P- Judge Judy 430p					1				1	\$495.00	\$495.00	Pittsburgh (WPXI)	JUDGE JUDY 430P/11	9/7/12
12.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	5P- 5:30P (EST)							1		1	\$795.00	\$795.00	Pittsburgh (WPXI)	NEWS 5-530P/12	9/7/12
13.0	Normal Line / Spot	09/13/12-09/13/12	5	:30	5:30P- 6P (EST)							1		1	\$795.00	\$795.00	Pittsburgh (WPXI)	NEWS 530-6P/13	9/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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By Broadcast Month Spots Rate
Sep. 2012 22 \$14,240.00
Grand Total: 22 \$14,240.00

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1			1					1	\$995.00	\$995.00	Pittsburgh (WPXI)	NEWS 6-630P/14	9/7/12
15.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	6P- CHANNEL 11 NEWS	1							1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 6-630P/15	9/7/12
16.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	7:30P- Jeopardy	1							1	1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/16	9/7/12
17.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	7:30P- WHEEL OF FORTUNE	1							1	1	\$1,645.00	\$1,645.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	9/7/12
18.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	7:30P- Jeopardy	1							1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	BETTS 7-730P/	9/7/12
19.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	7:30P- Times Ward Show	1							1	1	\$570.00	\$570.00	Pittsburgh (WPXI)	HINES 730P/	9/7/12
20.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	11:34P- TONIGHT SHOW	1							1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	TONITE/20	9/7/12

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

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